

ST.
ELSEWHERE

SPUDS
MACKENZIE

ROCK & ROLL
HALL OF FAME

A DIFFERENT
WORLD

No.
281
September
1988

MAD

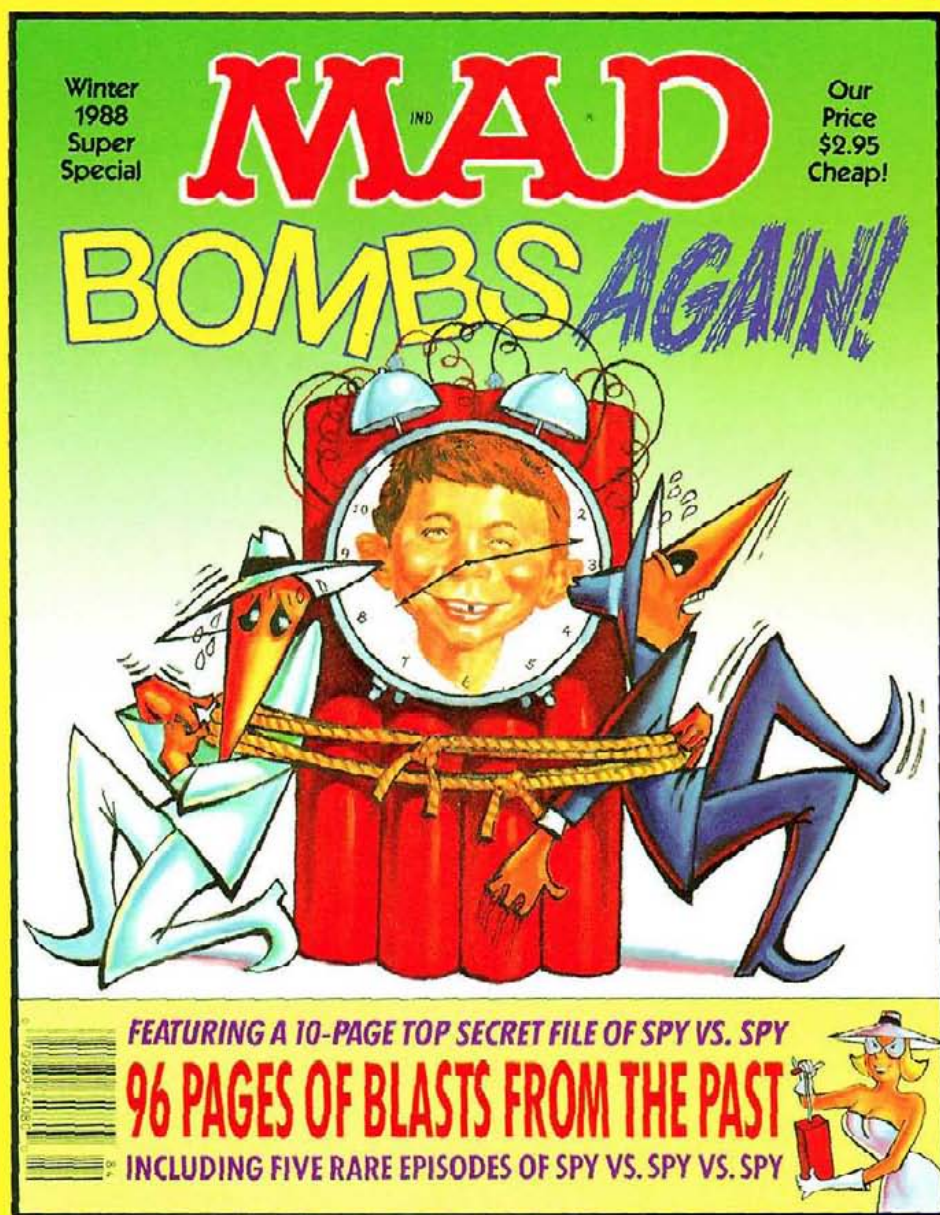
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SAM
VIVIANO



**DYNAMITE SCHTICK...
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MAD

"There was a time when a preacher's Little Black Book was the Bible!"
—Alfred E. Neuman

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CHARLIE KADAU, JOE RAIOLA, SARA FOWLER associate editors

DICK DE BARTOLO creative consultant

JACK ALBERT lawsuits **ANNE GAINES** logistics

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS

ALL JAFFEE DEPARTMENT

A Collector's Guide to Stamps Sneakily Designed for Fun and Profit . . . 19

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT

A MAD Peek Behind the Scenes at a Ripoff Mail-Order House . . . 42

AND SURVEY WE GO AGAIN! DEPARTMENT

MAD's Reader Opinion Poll Part II: The Movies . . . 45

AND THE BEAT GOES ON... DISPLAY DEPARTMENT

A Look at MAD's Rock and Roll Hall of Fame . . . 26

ASK BACKWARDS DEPARTMENT

Really Tough Categories for the \$100,000 Pyramid . . . 30

BEHIND THE NOMINATE BALL DEPARTMENT

The MAD "People Watchers" Guide to a National Political Convention . . . 24

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of . . . 14

EXCERPTS MARK THE SPOT DEPARTMENT

Caldwell . . . 39

FRANK ON A ROLL DEPARTMENT

"H" (Revised for the '88 Campaign) . . . 12

GERIATRICS DEPARTMENT

Foolproof Ways to Suck-Up to Grandparents . . . 28

HIPPOCRATIC OAFS DEPARTMENT

"St. Healthscare" (A MAD TV Satire) . . . 4

JOKE AND DAGGER DEPARTMENT

Spy vs. Spy . . . 44

LETTERS AND TOMATOES DEPARTMENT

Random Samplings of Reader Mail . . . 2

MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" by Sergio Aragones . . . **

MUTT ADO ABOUT NOTHING DEPARTMENT

Spuds MacKenzie's Photo Album . . . 10

REBEL WITHOUT A COS DEPARTMENT

"An Indifferent World" (Another MAD TV Satire) . . . 34

SERGE-IN GENERAL DEPARTMENT

A MAD Look at Garage Sales . . . 32

TALES FROM THE DUCK SIDE DEPARTMENT

The Perilous Pacific Pickle . . . 9

The Nauseating Nuptial Nightmare . . . 48

The Manhattan Monster Monkeyshine . . . 23

**Various Places Around the Magazine

FRONT COVER ARTIST: SAM VIVIANO

"ST.
HEALTH-
SCARE"
(A MAD TV
SATIRE)
Pg. 4



SPUDS
MACKENZIE'S
PHOTO
ALBUM
Pg. 10

A LOOK
AT MAD'S
ROCK AND
ROLL HALL
OF FAME
Pg. 26



"AN
INDIFFERENT
WORLD"
(ANOTHER MAD
TV SATIRE)
Pg. 34

MAD'S READER
OPINION POLL
PART II:
THE MOVIES
Pg. 45



TALES
FROM THE
DUCK
SIDE
Pgs. 9, 23, 48

THIRSTY FOR SOME DRY HUMOR???

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liquid assets and sip...

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The MAD COOLER

#78



Just uncorked! A hearty
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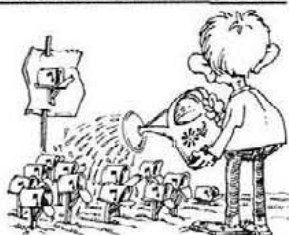
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(Wherever you can vine it.)

And we thank you for your support.



LETTERS AND TOMATOES DEPT.



SCRATCH 'N' SNIFF NON-SCENTS

Your lemon "scratch-n-sniff" cover (MAD #279) was quite a surprise. You guys are happy with yourselves, orange you? You think it was real peachy, don't you? Well, you're bananas if you think you can fool us here in the Big Apple. Any attempts at enhancing your magazine by scenting it will be fruitless!

Richard Panchyk
Elmhurst, NY

Your letter sounds like sour grapes to us! — Ed.

Instead of scratching and sniffing the lemon, I accidentally scratched and sniffed the "Bulgin' Belly Burner" ad on the back cover. Ugh! Whew! What a stretch!

Brian Friedman
New York, NY

"VIDEO GAME INSTRUCTIONS KIT"

I have started reading the "All-Purpose Video Game Instructions Kit" (#279) with the intention of creating every possible combination of filling in the blanks. Using my \$20,000 desktop computer, I figure there are 8,916,100,448,256 different combinations (that's over 8 trillion). At the rate of one combination each half second, it will take me 141,267 years to read the entire article. Thanks, MAD, for providing me with garbage reading material for the rest of my life.

Dr. T.G. Rauscher
Fairport, NY

And a small life it is! — Ed.

ALFRED TAKES THE CAKE

Listen to this case of child abuse! For my eleventh birthday, my mother secretly planned a MAD party! There were pictures from the magazine all over, Alfred E. Neuman was on my cake and a subscription to MAD was one of my presents. Oh, the suffering!

Jamie Michutka
Saginaw, MI



Half-baked birthday idea?

THE CASE OF THE DIABOLICAL DUCK

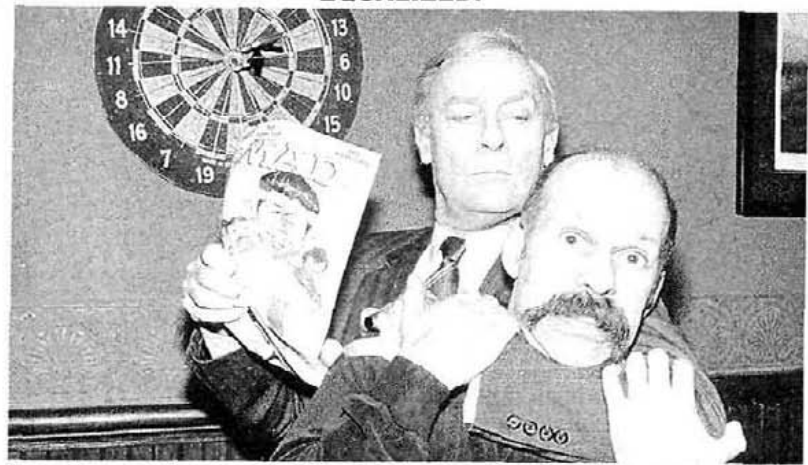
In MAD #277 you mentioned that Duck Edwing is a longtime contributor to your magazine. Being a MAD reader for seven years, I checked all my back issues and found not a single Duck Edwing cartoon. I did find a lot of Don Edwing cartoons, though, and they look exactly like Duck's. I also noticed you stopped running Don's at the same time you started Duck's. Using my keen detective skills, I came to the obvious conclusion — Duck is Don's evil twin brother and has Don locked in a basement!

Brandon Brown
Kent, WA

Clever, Brandon, but not clever enough! The real solution to the mystery is that Don changed his name to Duck right after that messy tax evasion charge back in '86!

P.S.: Shortly after April 15, 1989, look for our new MAD artist "Doc" Edwing! — Ed.

EQUALIZED!



It took some time to track down MAD writer Dick DeBartolo, but The Equalizer (Edward Woodward) finally got the chance to even up the score with Dick, author of our spoof "The Tranquilizer" in MAD #271.

A CLOTHES CALL FOR DAVE BERG

Why are the people in "The Lighter Side Of..." always wearing out-of-style clothes like bell bottoms and bad-looking tennis shoes?

Dan Anderson
Grand Rapids, MI

I've been wondering for some time how MAD can be such a great magazine and so up to date on everything from movies to the President, except for one thing: Dave Berg! It's like he doesn't get out much or something, the clothes he makes people wear! Does he do it on purpose, or are there really people that dress that bad in the 80's?

Donna Rose Maiorski
Whittier, CA

There are several theories to explain Dave's taste in clothing: Theory One: Dave lives on Antarius and is just now receiving Earth signals from 1968; Theory Two: Dave's property butts up against a Salvation Army Thrift Shop. (Go Figure!) Theory Three: Dave's fashions are up to date—obviously your newsstand is selling old issues!

Research into this is continuing. If you have a theory of your own, send it to us at: Explaining Dave Berg, c/o MAD.—Ed.



WATCH OUT!

We can understand it if you don't have the time to read MAD, but now there's no excuse for not having "MAD Time." Concepts Plus, Inc. has introduced "MAD Time," Alfred E. Neuman's line of watches and clocks. His gap-toothed grin decorates the face of the watch, and because his hands are tied up in a strait-jacket, his legs are the hour and minute hands (so maybe we should call them hour and minute feet!). To purchase it (and not grub it off us like the Usual Gang of Idiots did!), check your favorite watch and clock store. If they don't have it, picket them and demand they write to Concepts Plus, Inc.—350 5th Ave, Suite 621, New York, NY 10118, or call (212) 967-5700.

Rose A. Horty
Executive Vice President
Concepts Plus, Inc.



A face that could stop a clock.

Please Address All Correspondence To:
MAD, Dept. 281, 485 Madison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

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USE COUPON OR DUPLICATE

Here we go with MAD's version of the medical TV series about a fictional hospital where the doctors and nurses are more concerned with their own problems than those of their patients. Hmmm, that sounds just like a *real* hospital! It's a fictional hospital where the administrators are more interested in making a prof-

ST HEALTH

ARTIST: MORT DRUCKER

I'm Dr. Jaundice Globulin, top man here! I'm also head of Ecchumina, the giant conglomerate that now owns St. Healthscare! The other doctors distrust my corporate background! I guess I upset them when I described the death rate here as "high-yield" and our cancer treatment as having "tremendous growth potential!"

I'm Dr. Dunhill Ashdumper, and like this show, I'm dying a slow death! I've been given a year to live every year since 1983! With any luck, I can milk the self-pity for another five years!

I'm Dr. Strep Grippum! I'm hated by my fellow workers for being a self-centered, backstabbing heel! This doesn't bother me! I simply ignore their petty remarks and take out my vengeance on my patients!

I'm Dr. Muck Dreg, a totally dedicated surgeon! Compared to me, all other doctors are bungling hacks! I'm so in awe of my medical talent that whenever I require surgery, I operate on myself!

I'm Dr. Elkrot Axlegrease! Being a congenital screw-up, I get the dull cases no one else wants, like earlobe rash and radical hangnail! Nonetheless, I have a positive effect on my patients! When they see the shape I'm in, their own ailments really seem trivial!

I'm underpaid orderly Lumbar Hokum and I'm the token on this show!

Wait a minute! I'm Dr. Pillfreak Canker, and I thought I was the token on this show!

You're both over-ruled! I'm Dr. Palate Grim—a woman and a Vietnamese—and I out-token both of you!

I'll settle for a bunk bed in the ward!

WHAT'S UP, DOC?

it than healing the sick. Hey, *that's* like a real hospital too! It's a fictional hospital where patients receive inferior treatment from a bunch of wise-cracking, unqualified medical trainees. Uh-oh, *that's* painfully real! Since this "fictional" TV show is so much like real life, you now know why we call it...

THIS CARE

WRITER: FRANK JACOBS

I'm Ailin' Dreg, Muck's unhappy wife! I left Muck because of his malpractice in bed! His idea of sexual bliss was fondling me with his stethoscope and talking dirty in Latin!

I'm Dr. Velcro Earwax, and for years I've taken Dr. Dreg's vicious abuse in the O.R.! I knew there was more to life than that, so I married Loopy! Now I get vicious abuse around the clock!

I'm Nurse Loopy Earwax! Sure, I take out all my resentment and anger on Velcro, but what's a marriage if you don't share?

I'm Nurse Helium Nembutol, and I've been going through a mid-life crisis since I was 19! I've had four marriages, been ravaged by disease, and now I'm hooked on downers! Is it any wonder the younger nurses look up to me as a role model?

I'm Dr. Wham Discus, St. Healthscare's resident nonconformist! I do things like lacing blood samples with Dr. Pepper or hot-wiring EKG machines or filling the nurses' lounge with cadavers! Of course, I have my lighter moments as well!

I'm Dr. Jerkie Weed, a sexually-confused divorcee! I just love it here, especially when I help Dr. Dreg cut open a patient! You just never know what cute little diseased things you'll find inside!

I'm Dr. Junk Milligram! Gee, after my wife was horribly killed and I was raped by a convict, I thought I'd never get my act together! Then I saw the light and became a Born-Again Masochist! Now I just can't wait for the next humiliating outrage!

I'm Dr. Gargle Novena! I'm a clean-minded, pure girl leading a clean, pure life! I've got no personal problems and I perform my duties professionally! Which is why I'm asking: WHAT AM I DOING HERE?



What else does Ecchumina own?

Two missile plants, a chemical warfare lab and a nuclear testing site!

Those places profit from slaughter, carnage and the waste of human life! Why would Ecchumina want to take over a hospital?

To see how real pros do it!

Velcro, get this man to the O.R.! I'm going to perform a sex-change operation!

But this man is only here because he has a broken thumb!

Then I'll give him back-to-back sex change operations! With any luck he'll never know the difference!

This is outrageous! Why is Dr. Dreg acting so unprofessionally?

That's just one of our weekly brushes with questionable taste! On this show we get ratings by blending medical drama with black humor and sitcom schtick!



Helium, are there any new cases I should know about this week?

There's a battered wife in the critical ward, a drug overdose in detox, and two attempted suicides!

That covers the staff! Now what about the patients?

Discuss, I hear you woke up a patient at 2 AM to give him a sleeping pill! You're being suspended for three episodes!

Because I was negligent?

No, because it's an old gag! Schticks like that went out with "Trapper John"! Here, we're into fresh, new prime-time approaches!

How about if I apply super glue to his bedpan?

Still old, but better! You show promise!



I hope Ecchumina won't make any drastic changes here at St. Healthcare!

Just a few! To increase profits, every patient will be provided with Ecchumina Bedpans, Ecchumina Medicines and Ecchumina Respirators!

What about low-income patients who can't pay?

They'll be provided with an Ecchumina Phone Listing of other hospitals to call!

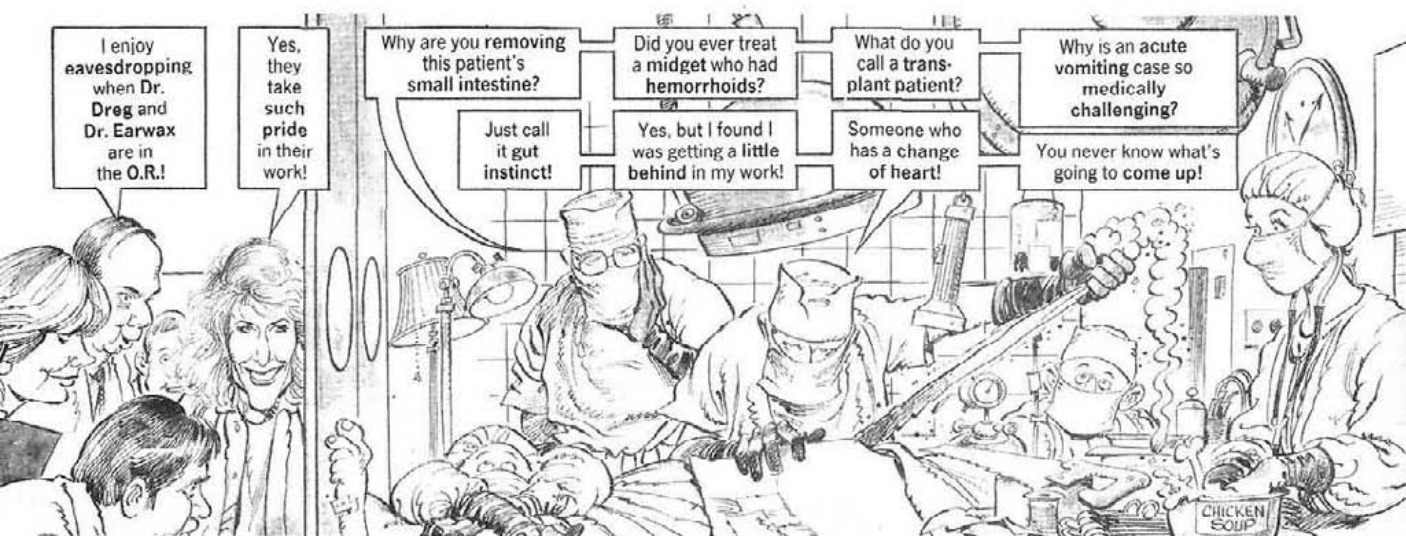
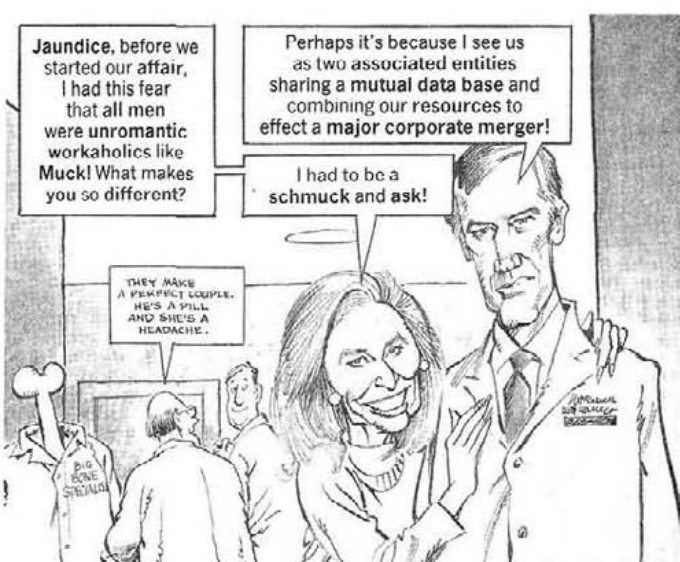
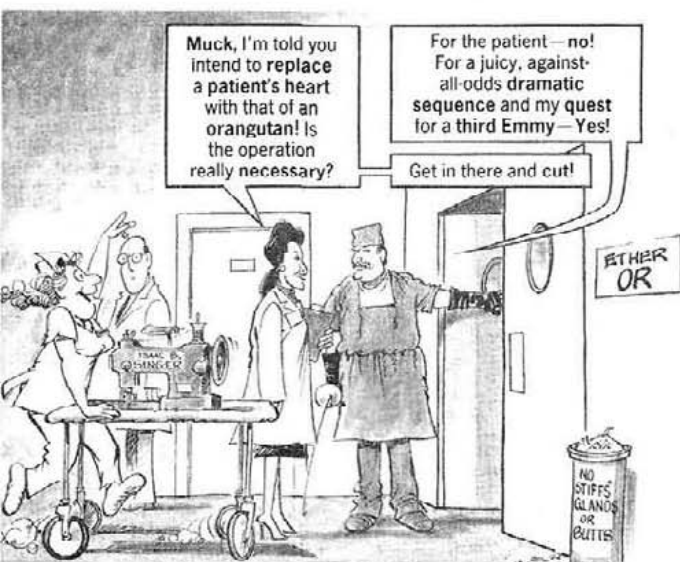
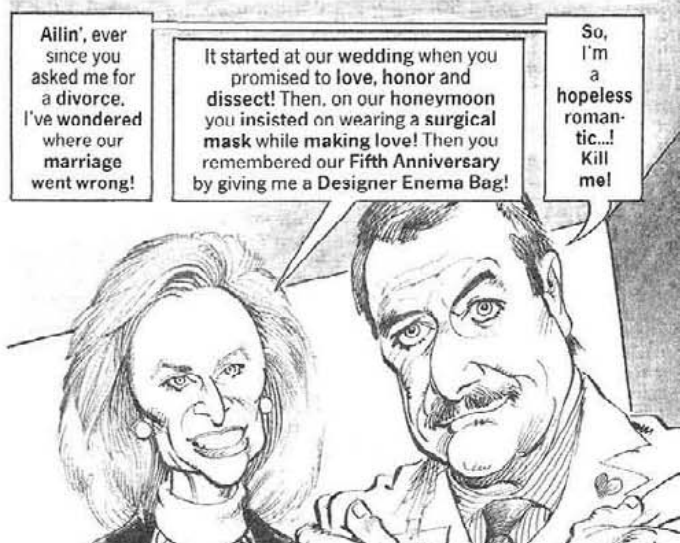
Dr. Milligram, I have a confession! Before seeing you I consulted a mystic faith healer!

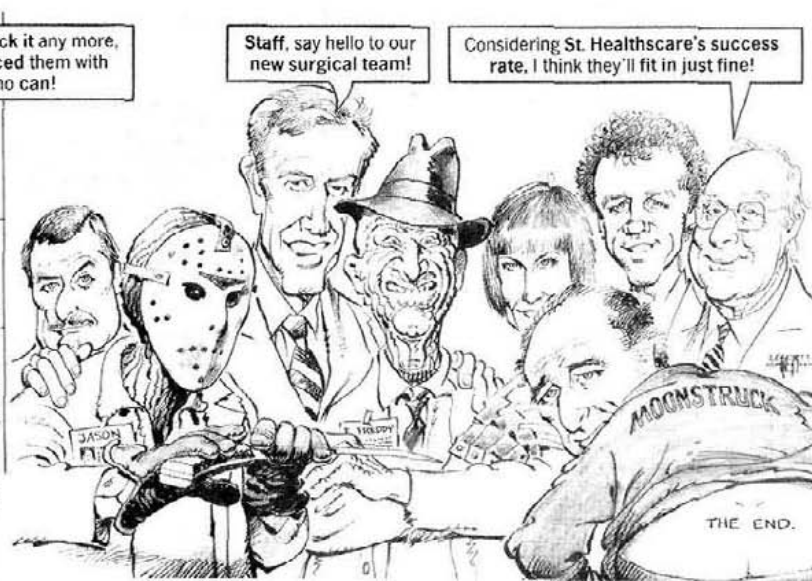
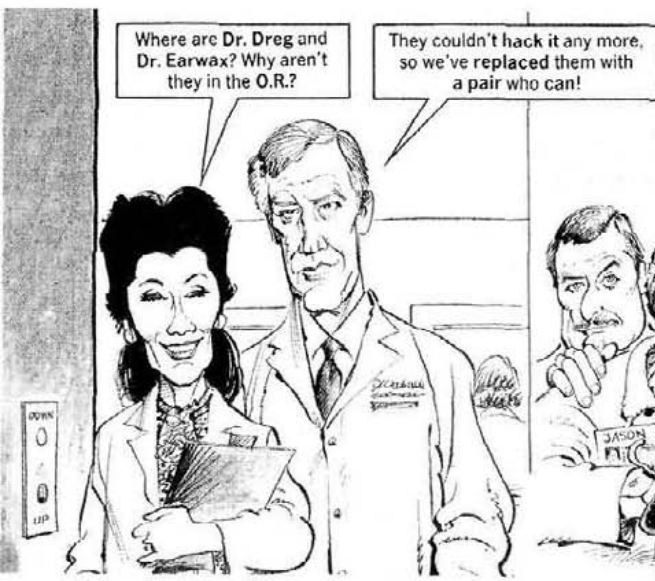
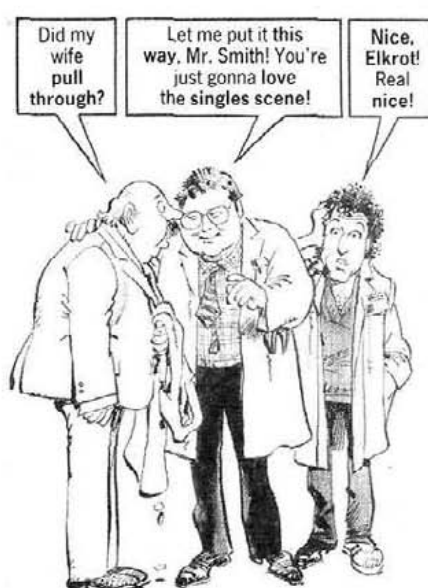
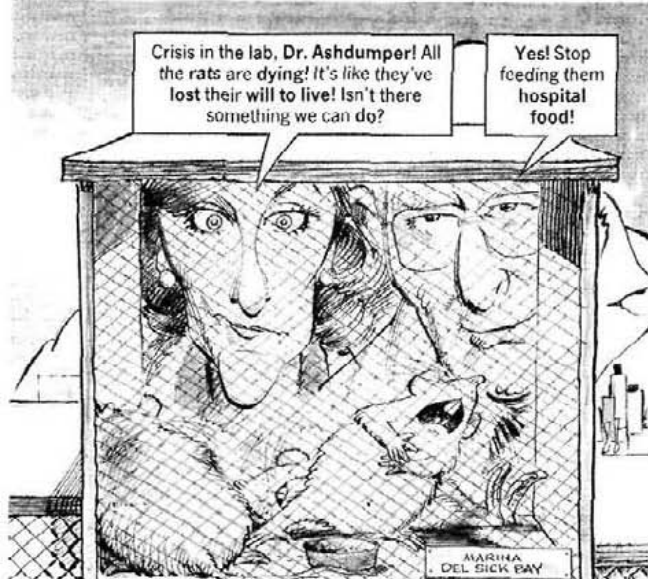
Those quacks know nothing about modern medicine! I bet you were charged \$100 a visit!

Actually, it was more like \$300!

Hmmm! Guess they're more advanced than I thought!

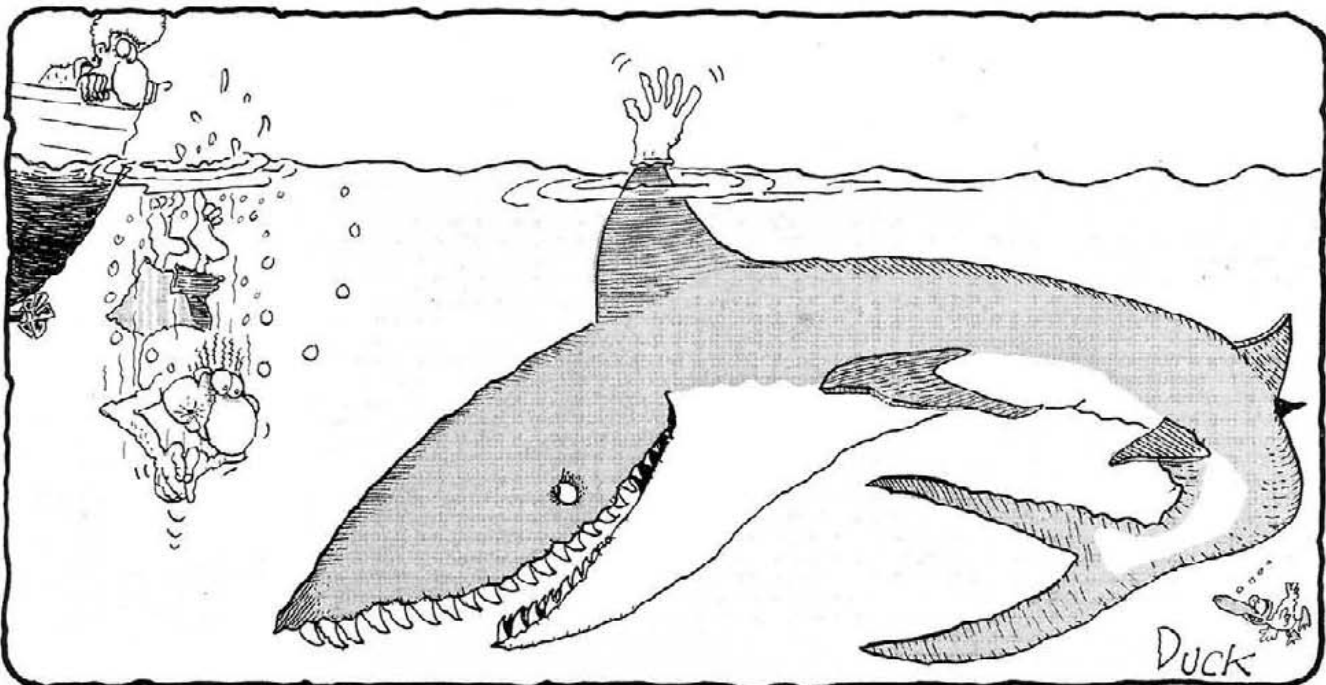








THE PERILOUS PACIFIC PICKLE



You've seen his TV commercials! His Posters! His T-shirts! His stuffed toys! But what about

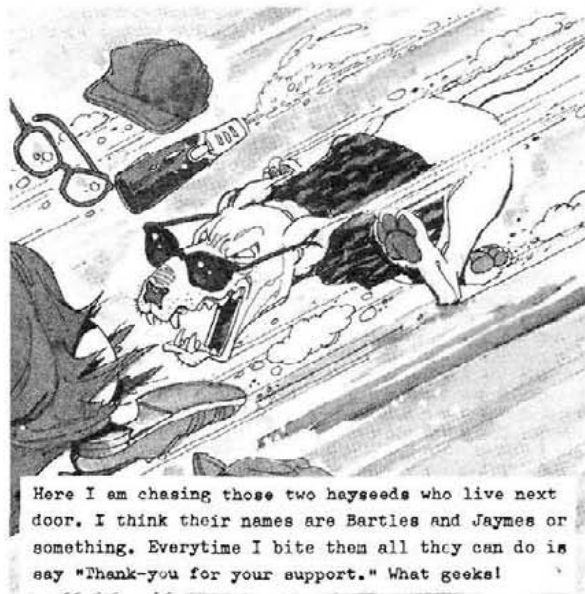
SPUDS MACKENZIE



ARTIST: BOB JONES



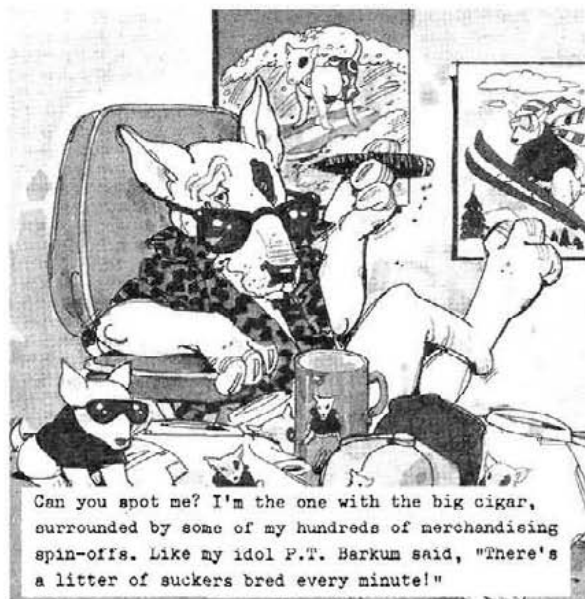
This is my very first picture. As you can see, even as a puppy my tastes were different from the other dogs!



Here I am chasing those two hayseeds who live next door. I think their names are Bartles and Jaymes or something. Everytime I bite them all they can do is say "Thank-you for your support." What geeks!



Ouch! When this snapshot was taken, I was trying to make my way home from a meeting of my local chapter of the ASNPCA (the Association for Stupid Pooches Craving Alcohol)!



Can you spot me? I'm the one with the big cigar, surrounded by some of my hundreds of merchandising spin-offs. Like my idol P.T. Barkum said, "There's a litter of suckers bred every minute!"

the animal *behind* the ultimate party animal??? Here are some very candid snapshots from...

E'S PHOTO ALBUM

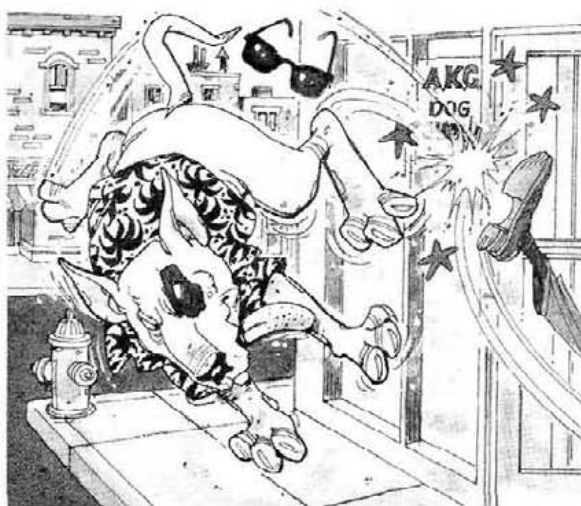
WRITER: CHARLIE KADAU



This was one night I wasn't the hit of the party!



This happens whenever I enjoy a frosty brew. I get some foam on my mouth and everyone starts running away shouting "Mad dog! Mad dog!" Well sure, my drinking is impairing my vision and brain functions, but I'm not rabid!



Some dog show! They kicked me out just because I didn't have my Kennel Club papers, and I was a shoo-in to win "Best Hawaiian Shirt in show."



This is me entering the Betty Ford Clinic. Drinking was making my liver as big as a can of Alpo! It's boring here, but it was great seeing my good friends Liza and Chevy again!

IF...

(Revised for the '88



If you can call yourself a friend of labor,
When corporations pay for your campaign;
If you can preach that man should love his neighbor,
While letting civil rights go down the drain;

If you can swear the deficit you'll handle,
While knowing that your plan will prove a bust
If you can pledge there'll be no White House scandal,
When sev'ral of your cronies you don't trust;



If you can say you'll cut the farmers' losses,
Then turn your back each time they lose their land;
If you can blast big-city party bosses,
While all the time you're working hand-in-hand;



ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS

Campaign)



If you can stand behind the Constitution,
Then twist its meaning till it serves your ends;
If you can lead the fight against pollution,
Then make a few exceptions for your friends;

If you can pledge an end to reckless spending,
Then chalk your failure up to poor advice;
If you can shout our nation needs defending,
While selling out for peace at any price;

If you can deal with runaway inflation,
Explaining you inherited the mess;
If you can make a low-down accusation,
Then claim you were misquoted in the press;

If you can follow through as we've directed,
And use these clever tactics in the crunch,
Then, fella, you're a cinch to get elected,
Unless your rival beats you to the punch.





BERG'S-EYE VIEW DEPT.

THE LIGHTE

IMAGES



CHARGE ACCOUNTS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

TRAVEL



PERFORMANCE



DIVORCE



REGULATIONS



TASTE



DINING OUT



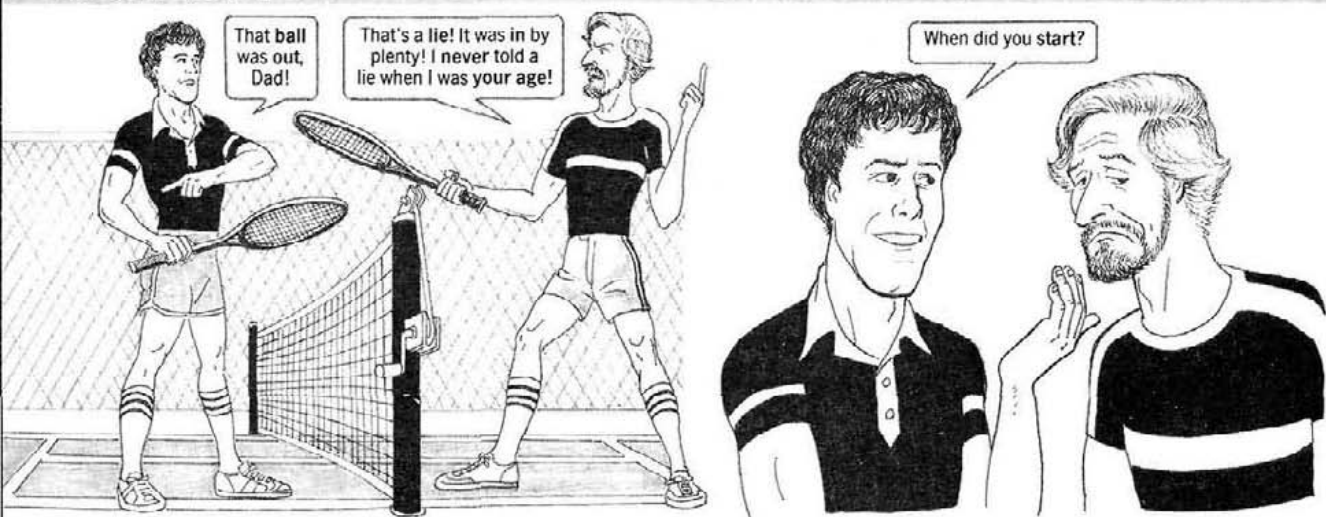
MODERN EDUCATION



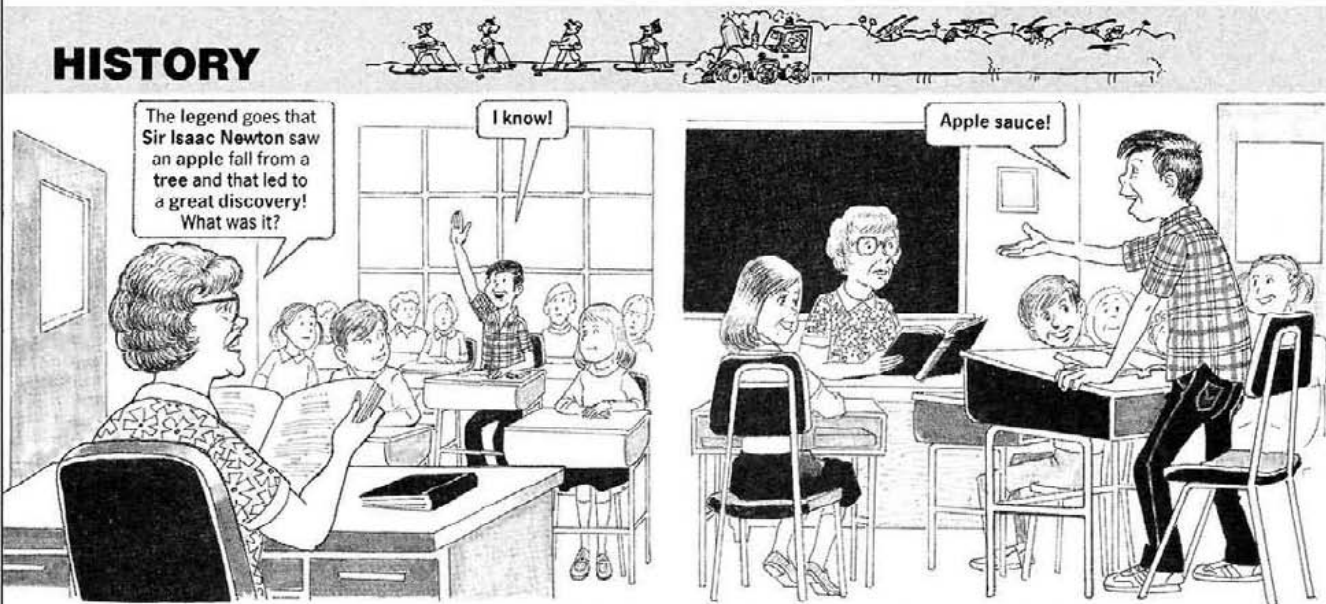
ABILITY



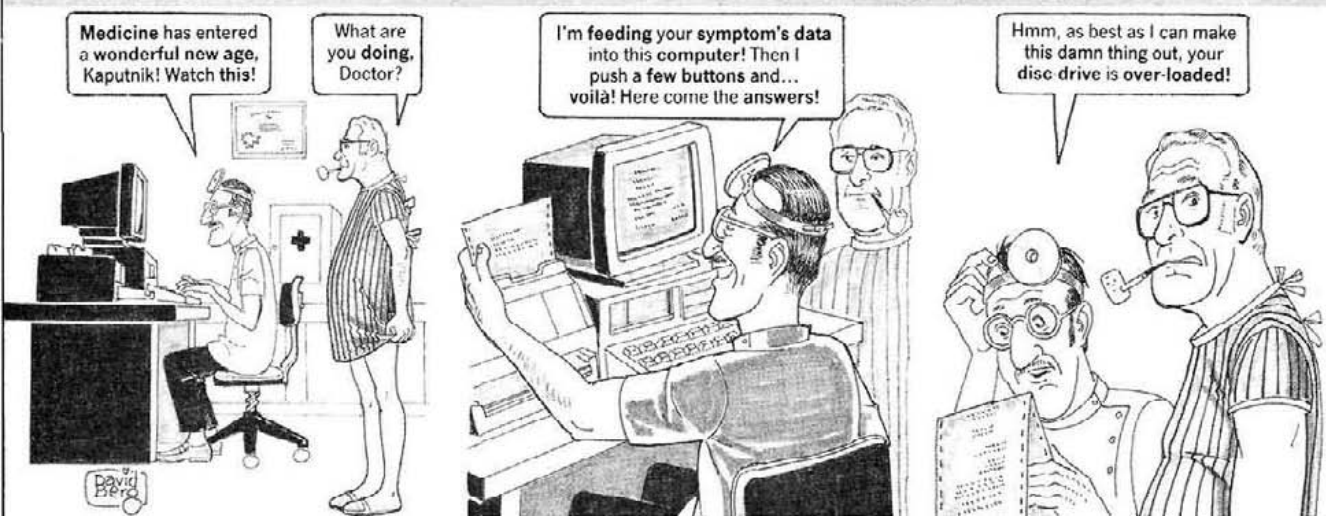
HONESTY



HISTORY



DOCTORS



For years, artists who design U.S. postage stamps have been hiding small details in their work—details so minute they can only be seen under high magnification. When the government learned of this, it immediately withdrew the stamps and reissued them with the unauthorized details removed. But some of the original stamps are still circulating and worth thousands! Perhaps you have one in your desk drawer! That's why MAD presents...

ARTIST AND WRITER: AL JAFFEE

A COLLECTOR'S GUIDE TO STAMPS SNEAKILY DESIGNED FOR FUN AND PROFIT

HOW
THIS
CATALOG
WORKS

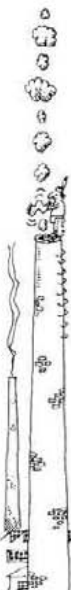
U.S. STAMP NO.: 1505
NO. STILL IN
CIRCULATION: 3
VALUE: \$20,000.00



SEEMINGLY
NORMAL
STAMP



PORTION OF SAME
STAMP UNDER HIGH
MAGNIFICATION
(DETAIL REVEALED)



Yes!
STAMP OF
APPROVAL

U.S. STAMP NO.: 2219e
NO. STILL IN
CIRCULATION: 1
VALUE: \$100,000.00



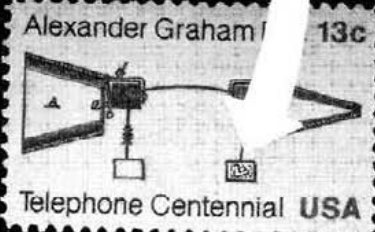
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NO. STILL IN
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U.S. STAMP NO.: 1925
NO. STILL IN
CIRCULATION: 21
VALUE: \$4,250.00



U.S. STAMP NO.: 1721
NO. STILL IN
CIRCULATION: 49
VALUE: \$2,150.00



U.S. STAMP NO.: 1683
NO. STILL IN
CIRCULATION: 44
VALUE: \$1,900.00



U.S. STAMP NO.: 2041
NO. STILL IN
CIRCULATION: 56
VALUE: \$1,600.00

U.S. STAMP NO.: 2152
NO. STILL IN
CIRCULATION: 2
VALUE: \$65,450.00



U.S. STAMP NO.: 1805
NO. STILL IN
CIRCULATION: 12
VALUE: \$10,050.00



U.S. STAMP NO.: 2114
NO. STILL IN
CIRCULATION: 16
VALUE: \$6,000.00



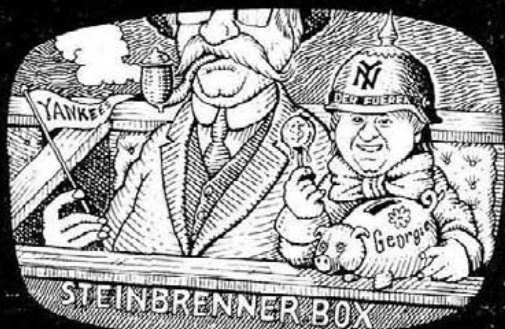
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NO. STILL IN
CIRCULATION: 5
VALUE: \$17,650.00



U.S. STAMP NO.: 2046
NO. STILL IN
CIRCULATION: 60
VALUE: \$3,350.00



U.S. STAMP NO.: 2106
NO. STILL IN
CIRCULATION: 11
VALUE: \$10,500.00

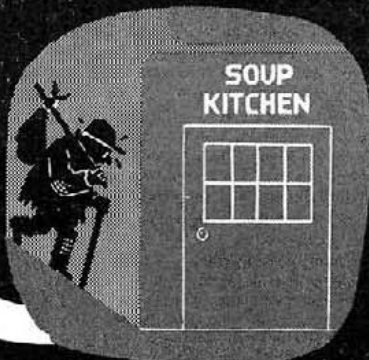




U.S. STAMP NO.: 1677
NO. STILL IN
CIRCULATION: 19
VALUE: \$5,750.00



U.S. STAMP NO.: 1455
NO. STILL IN
CIRCULATION: 81
VALUE: \$2,050.00



U.S. STAMP NO.: 1453
NO. STILL IN
CIRCULATION: 131
VALUE: \$850.00

U.S. STAMP NO.: 2153
NO. STILL IN
CIRCULATION: 22
VALUE: \$9,850.00

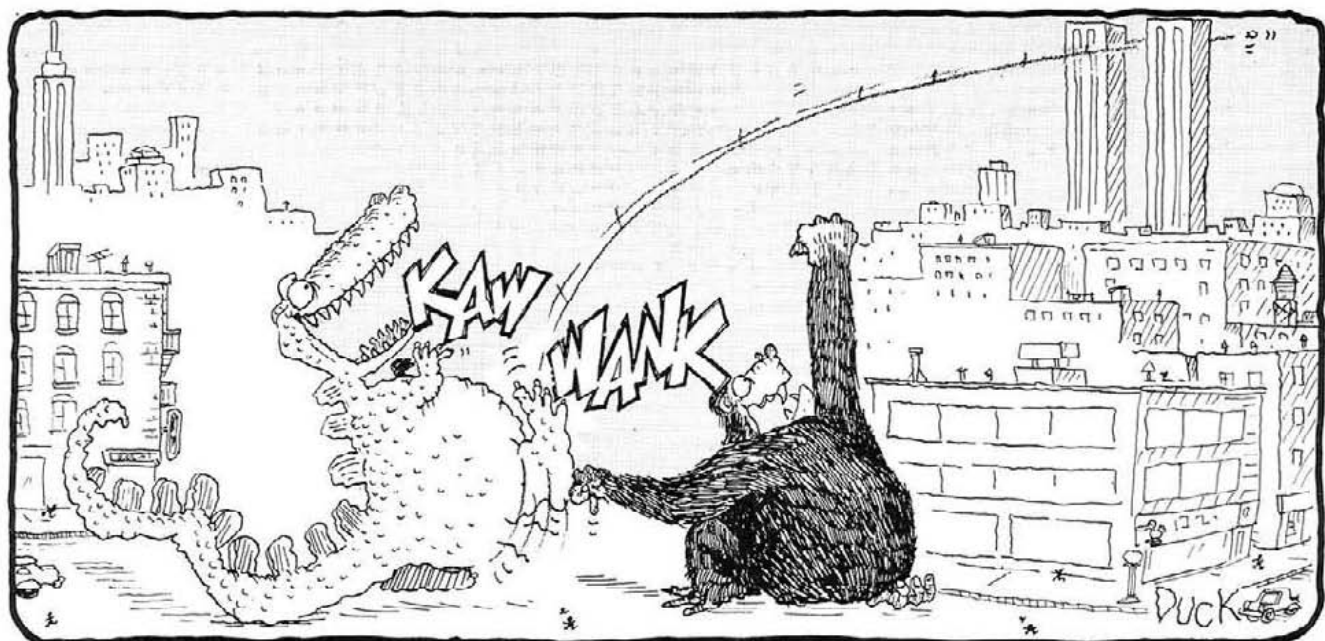


U.S. STAMP NO.: 1801
NO. STILL IN
CIRCULATION: 35
VALUE: \$2,450.00



U.S. STAMP NO.: 2023
NO. STILL IN
CIRCULATION: 48
VALUE: \$3,150.00

THE MANHATTAN MONSTER MONKEYSHINE



ARTIST AND WRITER: DUCK EDWING

Mentally embellishing "chance encounter" with Dan Rather in the men's room into something sure to impress the guys at work

Early drop-out candidate; still unable to wipe "campaign smile" off his face.

Finishing off a "joint" found on arena floor from Motley Crue concert a week earlier.

Wondering how one of those giant foam "#1" hands would look over the fireplace in the den.

Sole member of the Pro-Nuke/Anti-Medicare/"Let's Get Out of UNESCO" Caucus.

Ready to pounce on the first guy who says "chairman" instead of "chairperson."

Sure the folks back home are going to blame him personally for the pre-emption of "Hollywood Squares."

Just sobered up enough to realize that he's at the *wrong party's* convention.

The People V Guide To Conv

Mad Watcher's A Political Convention

Just set a new world's record for "Longest sentence in a speech with no content whatsoever."

Sneaking a quick nose-pick while he's sure all 4 networks' cameras are pointed elsewhere.

Considering a vote switch on the next ballot to improve his chances with that hot babe from the Ohio delegation.

Knows the front-runner's cousin's chiropractor personally: hoping for a Cabinet appointment after the election.

First-term city councilman "laying groundwork" for possible run for the Presidency in the year 2016.

Veteran of nine party conventions; has pointless and boring stories to prove it!

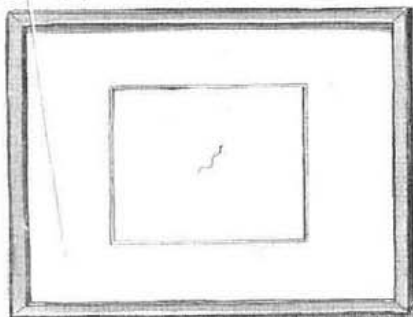
Wishes the chairman would hurry up and adjourn; has sink full of water balloons waiting back at his hotel.

AND THE BEAT GOES ON...DISPLAY DEPT.

Since the Pro Football Hall of Fame is located in Canton, Ohio, and the Pro Bowler's Hall of Fame is located in Akron, Ohio, it didn't surprise us when the exciting (yawn!) city of Cleveland, Ohio was chosen as the site of the Rock & Roll Hall of Fame! We realize, however,

A LOOK AT MAD'S ROCK

ARTIST: SAM VIVIANO



The first Menudo
Chest Hair.

Ticket stub from a
Run-D.M.C. concert
that did not end in
vandalism and
violence.



The sheet music to the one song on earth
that neither Michael Jackson nor
Paul McCartney own the rights to.



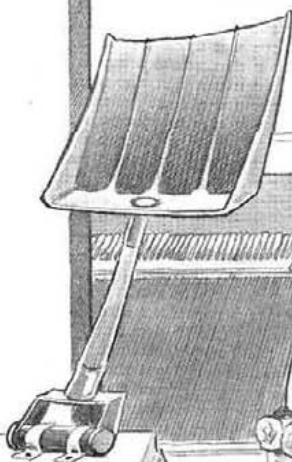
A rare photograph of
ZZ Top in first grade.



A seat from
the movie theater
that held over Prince's
"Under the Cherry Moon"
a second week.



Michael Jackson's
llama-scooper.



Madonna and Sean Penn's
wedding cake.



that since most MAD readers vacation in such boring and uninteresting locations as Disneyworld or Hawaii, they won't have the time to visit this new landmark. For their benefit, we've put together some rock exhibits of our own and now offer (at no additional charge)...



& ROLL HALL OF FAME

WRITER: DESMOND DEVLIN

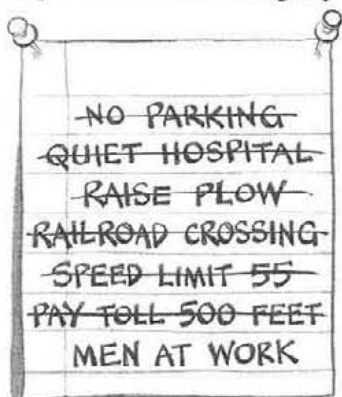


Cher's costume
from her
latest tour.



Unused combs, brushes,
shampoo and mousse
(Donated by Phil Collins).

Original list compiled by "Men At Work"
of possible names for their group.



THE HALL OF AMAZING ROCK FANS



The only person
who pronounced
"Sade" right
on the first try.



Admitted to his
friends that he
"kind of liked"
Barry Manilow.



The last
person to
remember
the Knack.



Didn't buy
U2's "The
Joshua
Tree."



Would have sex
with Mick Jagger,
even if he wasn't
famous.



Didn't know about
drugs or sex before
he heard about them
in a rock song.

Want lots of birthday presents? Cash gifts? Want to be remembered in their wills? Then use these...

FOOLPROOF WAYS SUCK-UP TO GRAN

Accept their pet names and
wet kisses graciously...



Rave over Grandma's cooking...



Imitate Grandad's wardrobe...



Engage them in their favorite sports...



TO DPARENTS



Let Grandpa win at arm wrestling...



Ask Grandpa how it was in the real Army...



Take grandma to the junior prom...



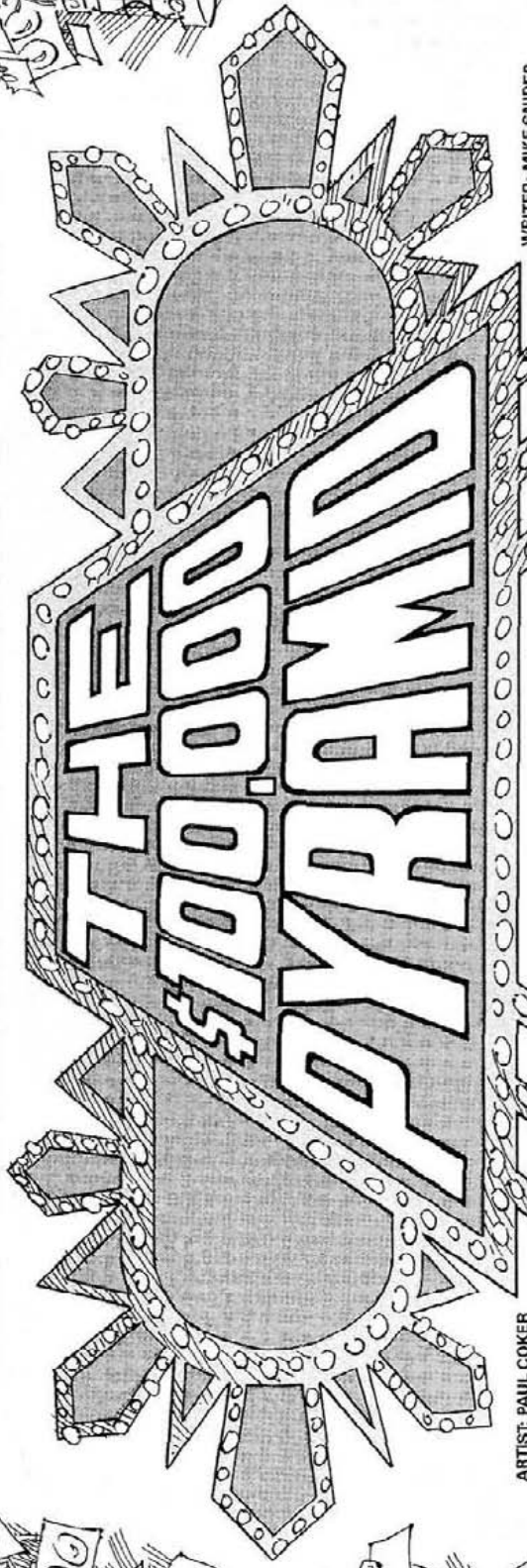
Toast them with a prune juice and warm milk cocktail...



ASK BACKWARDS DEPT.

"The \$25,000 Pyramid" ain't just another game for brain-dead couch potatoes! No! It's worse! Why? Because it's BORING! Because almost every player walks off with big cash! In fact, this show makes us just about SICK of big cash! We don't object to money, but it shouldn't be so easy to win. Let's have some suspense! MAD wants those contestants sweating bullets, writhing in their chairs, twisting their guts into pretzels! Yeah! Mr. and Mrs. E-Z Dough will wipe the dollar signs out of their eyes when they face these...

REALLY TOUGH CATEGORIES FOR



ARTIST: PAUL COKER

WRITER: MIKE SNIDER

GEORGE BUSH'S
ACCOMPLISHMENTS
AS VICE PRESIDENT

SATANIC
COUNTRY &
WESTERN
GROUPS

DIFFERENCES
BETWEEN
RAMBO I,
II AND III

UNINDICTED
REAGAN
AIDES

BALTIMORE
SPORTS TEAMS
WITH WINNING
RECORDS

IRANIAN
MODERATES

REPUBLICAN-
SPONSORED
SOCIAL
PROGRAMS

IMPRESSIONISTS
WHO DON'T DO
ROBIN LEACH

"GET RICH"
SCHEMES BETTER
THAN TV
EVANGELISM

WHITE
HEAVYWEIGHT
BOXING
CONTENDERS

ACHIEVEMENTS
LISTED ON DONNA
RICE'S RESUME

HEAVY METAL
CHRISTMAS
SONGS

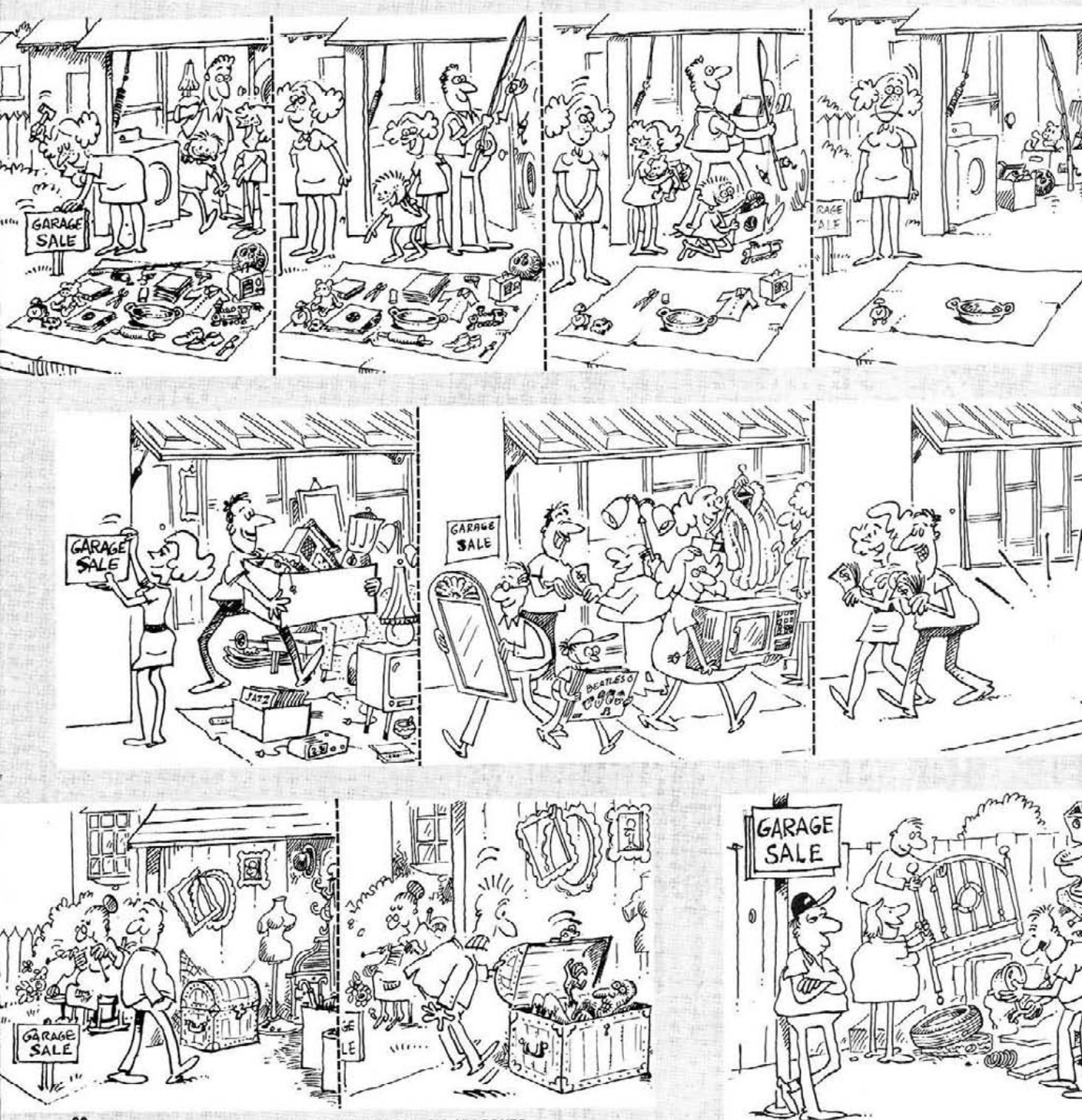
BRUCE BABBITT
DELEGATES AT THE
DEMOCRATIC
CONVENTION

THINGS
GERALDO
RIVERA
HAS FOUND

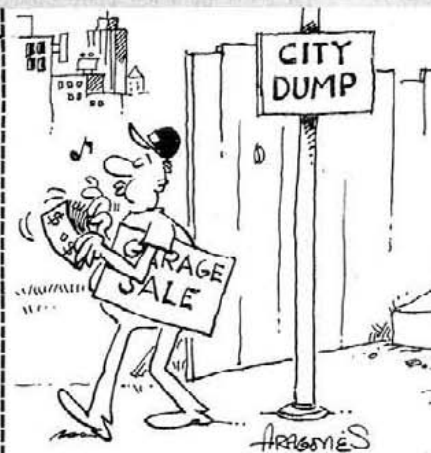
OSCAR-
WINNING
"SLASHER"
MOVIES



A MAD LOOK AT GARA



GE \$ALES\$





REBEL WITHOUT A COS DEPT.

Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm Denice Hexable. I got into Swillman College on my own! I run my own life and I don't depend on my family for anything! Except my tuition, my allowance and the fifty-million viewer lead-in audience to this deadly spin-off!

I'm Yolessa Winsome, one of Denice's roommates. I'm sort of bouncy, offbeat, strange, unpredictable — you know, all the quirks they give a sitcom character, hoping that one of them catches on with the audience!

I'm Baggie, Denice's other roommate! I'm supposed to be naive about life, but it's only an act. I'm actually rooted in reality! And if you don't believe me, check my horoscope!

I'm Whitely, the perfect southern belle! Some of the other students think I'm snobbish. But what do their insignificant opinions mean?! I didn't want to be on this sitcom anyway! I wanted to be on *Designing Women*! After all, that's where I stole my character from!

I'm Pain Vane, God's gift to women! When women see me from a distance, they start to quiver. And when I get close to them, they really shake and get nauseous and barf! Hey, let's face it — when you've got it, you've got it!

I'm Anne Beates, ex-producer of this show. Liza Bonehead fired me over "artistic differences." She said she'd give me particulars as soon as she finds out what "artistic" means!



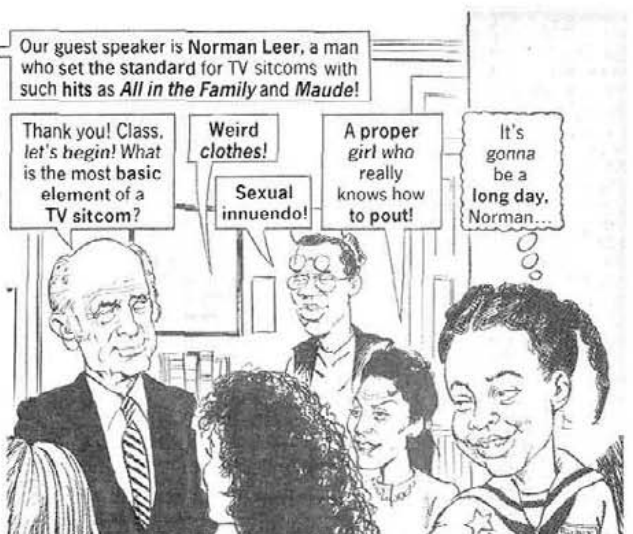
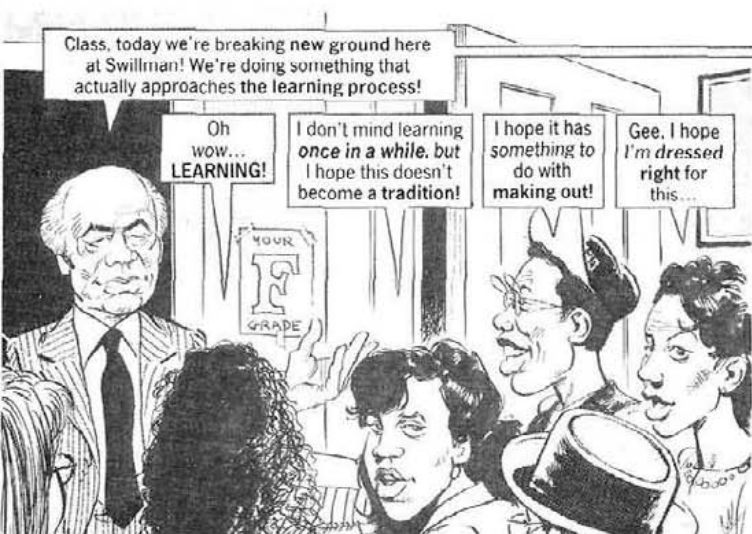
AN INDIFFERENT WORLD

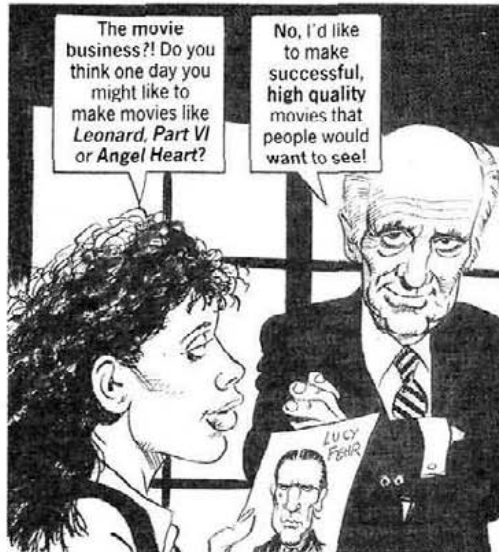


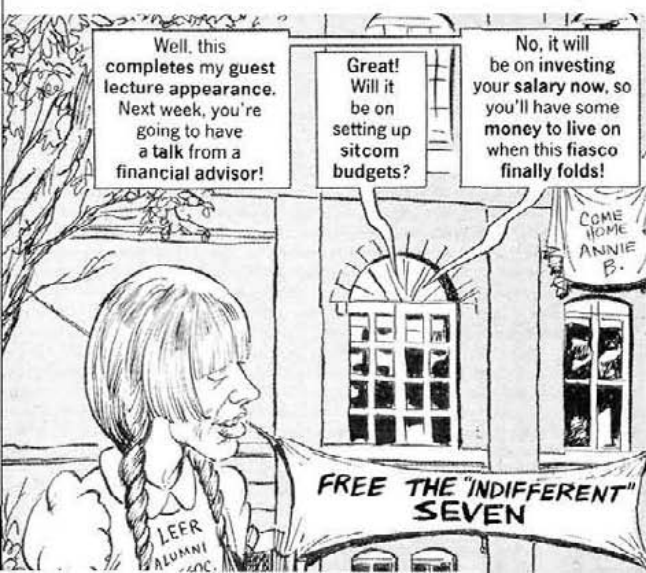
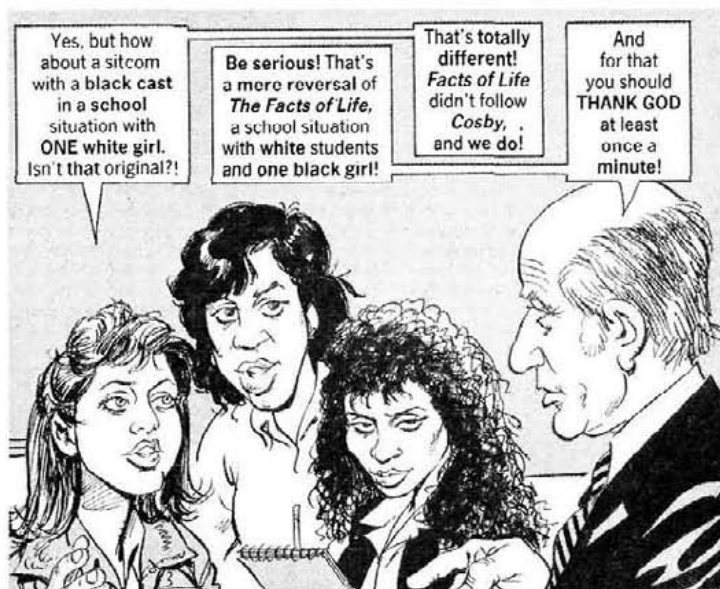
ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO









EXCERPTS MARK THE SPOT DEPT.

Long-time MAD Contributor John Caldwell is also the creator of a syndicated cartoon strip cleverly titled "Caldwell." It's seen in newspapers around the country. John describes his cartoons as "anthrobioclastic without being portofagious." He goes on to say that they are best enjoyed by the kind of person who "likes to make up words for no damn good reason." In any event, John has just published a collection of his strips, which we now excerpt for you here, basically for no damn good reason. By the way, John's book is cleverly titled...

CALDWELL

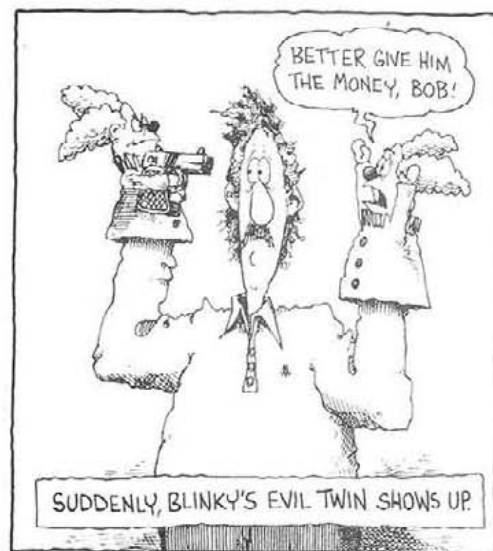
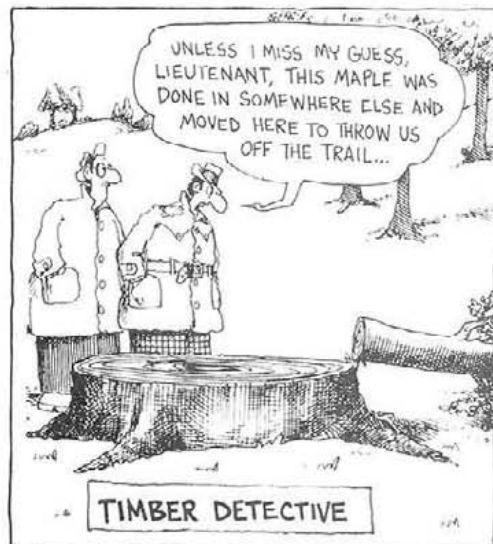
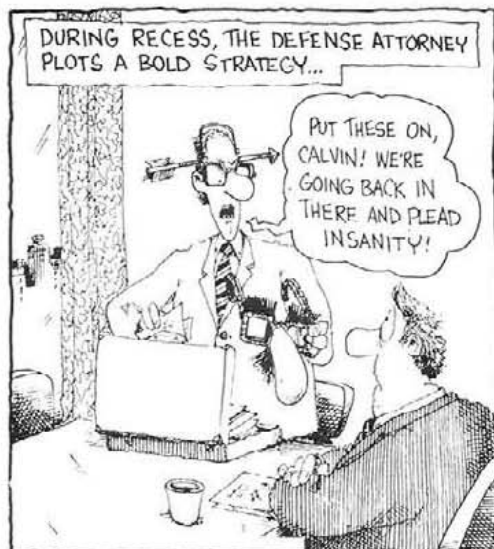
ARTIST AND WRITER: JOHN CALDWELL





"WHEN ARE YOU PEOPLE GONNA LEARN??? IF YOU
DON'T CHEW ON YOUR PENCILS, HOW CAN WE
MATCH 'EM TO YOUR DENTAL X-RAYS???"





A Mad Peek Behind RIPOFF MAIL

You wanted to advertise these foreign imported baby pajamas as fire-proof? They burn up in 30 seconds flat!

Okay, change the label to "fire resistant" and it's a go!

We're supposed to make up a flier advertising a bargain on these \$50 cameras. What's the new price?

It's still \$49.95. But we've changed the list price from \$74.99 to \$99.95, so they're a much bigger bargain!

Harry, I'm designing our next junk mailing. Do you think putting "It's a Matter of Life and Death!" on the envelope to get attention is too misleading?

Are you kidding? If people stopped ordering, this company would die! I call that "truth-in-advertising"!

Mr. Glitz, our ad says this is a 60-piece dish set, but there's only 50 pieces in each box!

Don't put any packing material around the dishes! By the time the post office is finished with them, there'll be a lot more than 60 pieces!

We just got a letter from the legal department of Max Factor! They said they'll sue us if we don't stop calling our perfume Max Fractor! What should we do?

Let's be fair and change our name to Elizabeth Ardone!

and The Scenes At A MAIL ORDER HOUSE

Boss, how can I write copy for these new earrings you got from Taiwan?! I wore them to a party last night and everyone said they looked like garbage!

So, use that! Say they're "guaranteed to draw attention wherever you go" and they're "an ideal conversation piece"!

This is the fifth one of those cheap imported hand-mixers I've tried and every one has given me an electric shock!

Hmmm, if we take the beaters out of the box and sell them as Fabulous Tingling Electric Vibrators, we'll make a bundle!

Here are the printed "Certificates of Authenticity" you ordered!

Good, we'll put one in every pearl necklace we ship!

But our pearl necklaces are all fake!

Of course, but all our certificates are authentic!

I'm new on this route. Where does mail marked "Refund Department" go?

Right in that barrel!

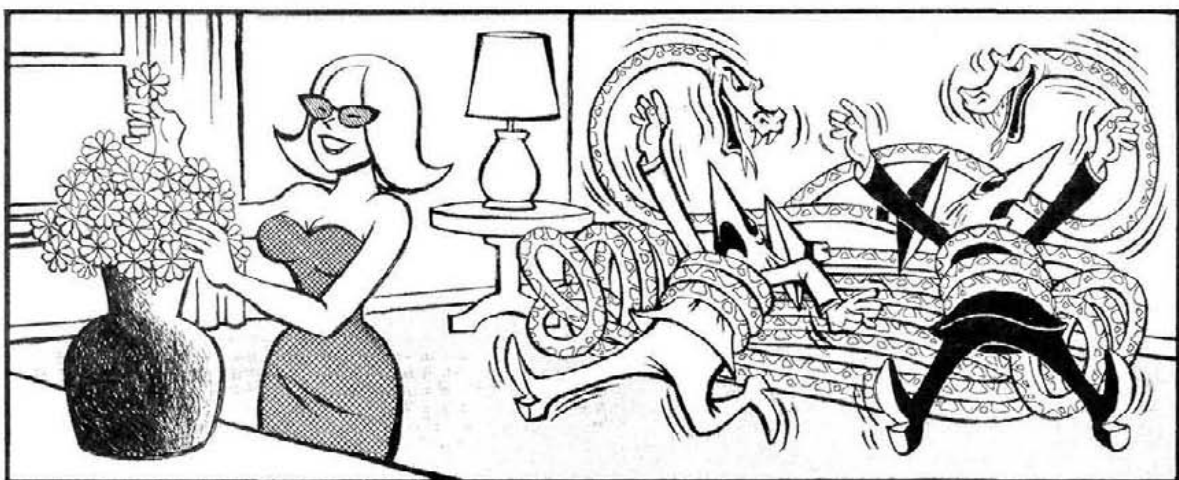
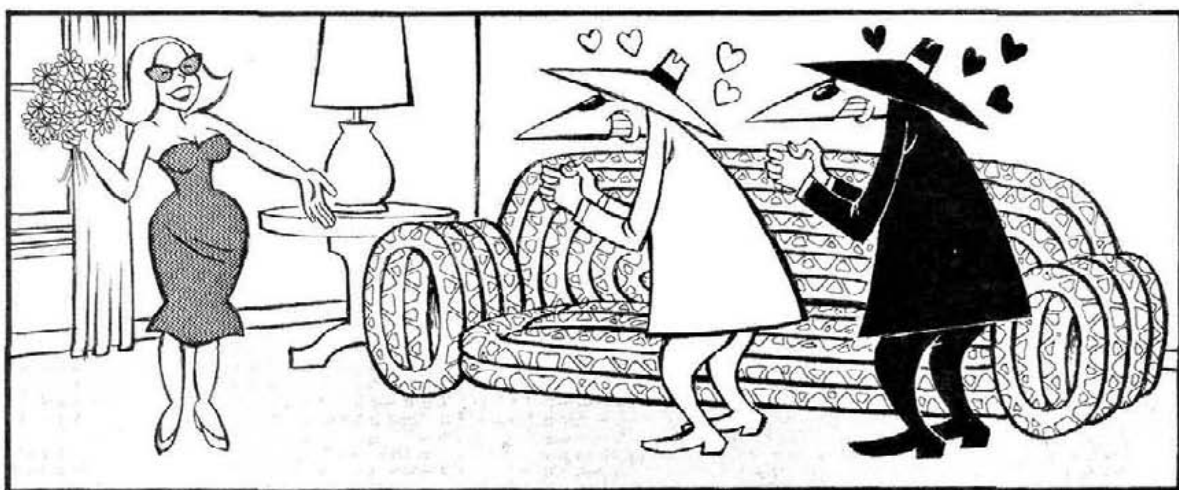
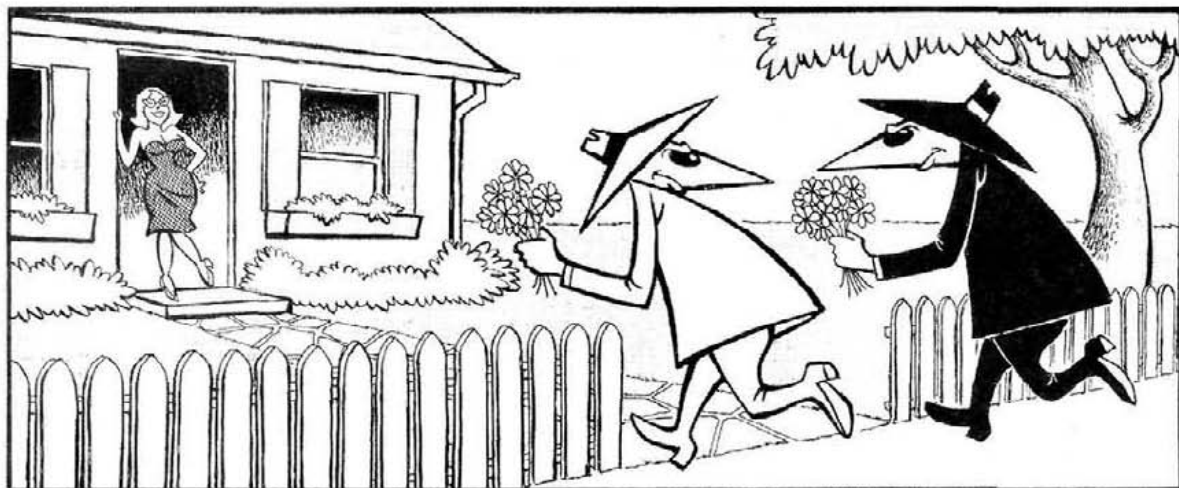
Gentlemen, because of all the pending legal action against us for the rip-off merchandise we've been selling through the mail, today we're closing our doors!

We're out of work?

Don't be silly! Today we're closing our doors as JKL Mail Order, Inc. Tomorrow we re-open with a brand new slate as MNO Mail Order, Inc.!



SPY VS SPY VS SPY



In MAD #266, we asked our readers to take part in an important scientific poll regarding television. Thousands responded and sent their opinions to the heads of the three major networks. The results were overwhelmingly conclusive—the networks don't give a damn what MAD readers think! They still dumped on us with bomberoos like *A Different World*, *Sledgehammer!* and *J.J. Starbuck!* But we're not ones to give up easily, are we! This time, we're going after the movies! So we're asking you to tell the Hollywood studio heads how you feel by taking part in...

MAD'S READER OPINION POLL PART II: MOVIES

ARTIST: MORT DRUCKER

WRITER: J. PRETE

1. Of the following, which recent movie would you most like to see developed into a weekly TV series:



☐ Dragnet



☐ The Untouchables



☐ Star Trek

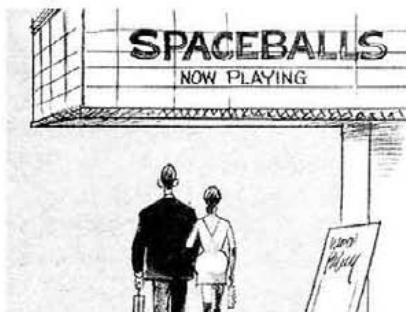
2. Which movie title most sounds like it should be playing in a Times Square porno theatre:



☐ Lethal Weapon



☐ Three Men and a Baby



☐ Spaceballs

3. Which of the following was most difficult to understand:



☐ The plot of Madonna's
Who's That Girl

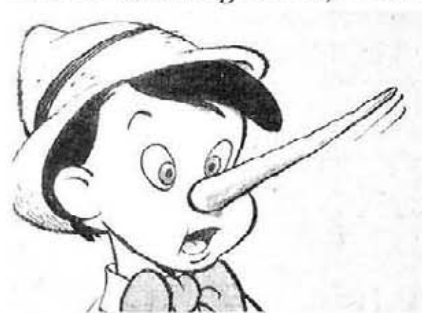


☐ Arnold Schwarzenegger's
accent in *Predator*

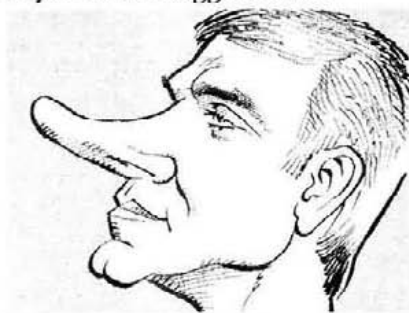


☐ George Lucas's name on
Howard the Duck

4. In the following movies, which star sported the biggest nose:



☐ Pinocchio (*Pinocchio*)



☐ Steve Martin (*Roxanne*)



☐ Barbra Streisand (*Nuts*)

5. What is the worst "trailer" to have to sit through before a movie begins:



☐ "Snack Canyon," where "Cluck Kent" tries to lure you out to the snack bar with close-ups of greasy nachos and semi-melted Goobers.



☐ The Hollywood charity appeal, where wealthy celebrities ask you to cough up what little money you have left after buying the ticket and getting taken at the snack bar.



☐ Any coming attraction for a Sean Penn film.

6. Which disastrous film's release was the biggest professional embarrassment and personal humiliation to its star (although we get the feeling they couldn't care less!):



☐ *Ishtar* (Warren Beatty)



☐ *Ishtar* (Dustin Hoffman)



☐ *Leonard Part 6* (Bill Cosby)

7. Which movie critic's physical attribute do you find most revolting:



☐ Roger Ebert's obesity



☐ Gene Shalit's hair "nest"



☐ Rex Reed's "Oh, hi there" voice

8. Given the scathing critical reviews and poor box office performance of their last few films, which actor is most likely to turn up in a TV sitcom playing a divorced father with two wisecracking kids and a wacky next door neighbor:



☐ Chevy Chase



☐ Richard Pryor



☐ Joe Piscopo

9. Given the scathing critical reviews and poor box office performance of their last few films, which actress is most likely to turn up in a TV sitcom playing a divorced mother with two wisecracking kids and a wacky next door neighbor:



☐ Goldie Hawn



☐ Whoopi Goldberg



☐ Diane Keaton

10. Which did you personally find most disgusting:



☐ The venomous girl-eating snake scene in *A Nightmare on Elm Street 3*



☐ The love scene between Jack Nicholson and Cher in *The Witches of Eastwick*

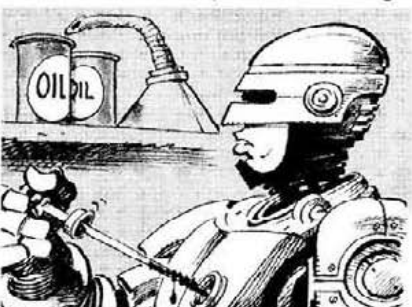


☐ The floor of the movie theater where you saw *A Nightmare on Elm Street 3* and *The Witches of Eastwick*

11. Which star used the most amount of oil on his body while making his film:



☐ The Baby (*Three Men and a Baby*)

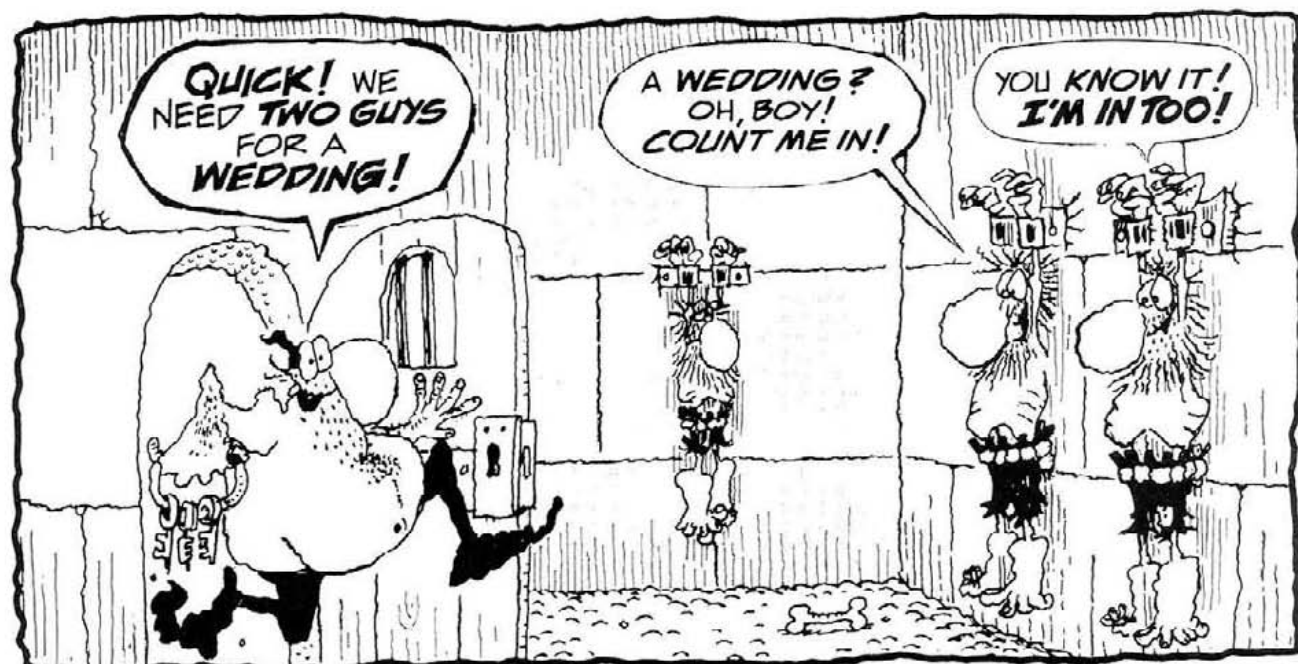


☐ Peter Weir (*Robocop*)

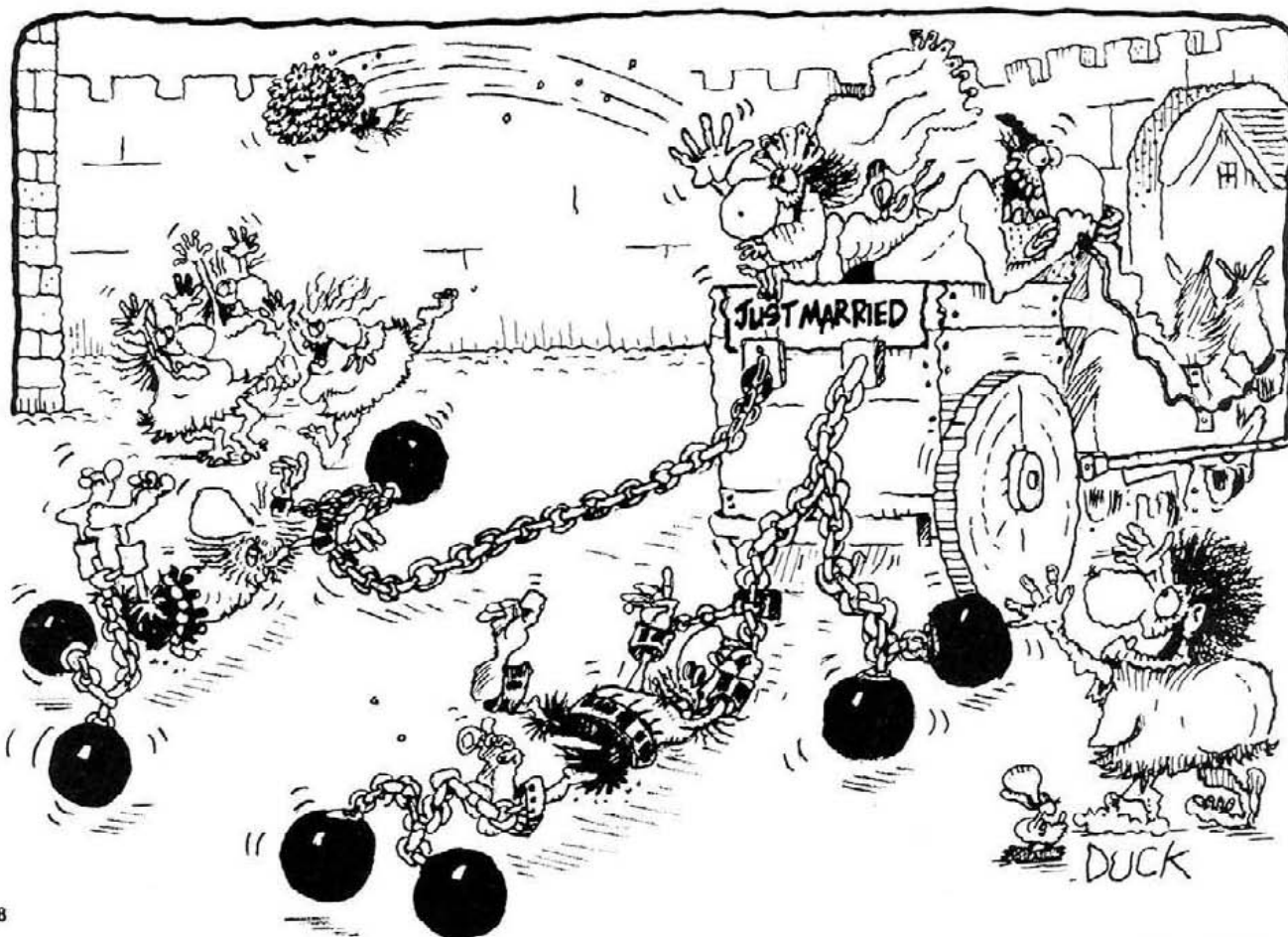


☐ Sylvester Stallone (*Over the Top*)

THE NAUSEATING NUPTIAL NIGHTMARE



ARTIST AND WRITER: DUCK EDWING



**WHAT IS FAST
BECOMING THE
HOTTEST HIGH
STAKES CARD
GAME IN THE
COUNTRY?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

A popular card game that's been around for years has suddenly taken off. To find out what it is, simply fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



**BASICALLY, CARD PLAYERS HAVE TO USE COMMON SENSE—
BETTING ONLY WHEN PERCENTAGES ARE GOOD. TOTAL RECALL
CAN HELP MORE THAN A FINE EDUCATION AT HARVARD
COLLEGE. EVEN BETTER WOULD BE A COURSE IN PLAYACTING!**

A

B

STATE LICENSE PLATE MOTTOS WE'D LIKE TO SEE

ALABAMA

IC1-NOW

THE UFO SIGHTING STATE

ARIZONA

120°F

THE HEAT PROSTRATION STATE

CONNECTICUT

5:36 EXP

WHERE THE SMART NY WORK FORCE LIVES

MISSISSIPPI

4I4S2PS

THE MOST OFTEN MISPELLED STATE

TEXAS

1-2-3 HIKE

PLAY FOOTBALL OR DIE!

FLORIDA

ZON*KED

AMERICA'S DRUG DEALER

MICHIGAN

4-GET*74-77

EMBARRASSED HOME STATE OF GERALD FORD

CALIFORNIA

EGO-MN-E-X

THE SERIAL KILLER STATE

NORTH CAROLINA

WL-GOLLY

HOME OF GOMER, GOOBER AND JESSE HELMS

KANSAS

TOTO-2

THE NOT MUCH SINCE THE
WIZARD OF OZ MOVIE STATE

NEVADA

LVME 10DR

LAND OF 10,000 ELVIS IMPERSONATORS

NEW JERSEY

ARG*GGH

FIRST IN TOXIC WASTE

WASHINGTON DC

\$1000\$000 ETC

WASTING YOUR MONEY SINCE 1810

MASSACHUSETTS

OW-A CAH

THE GOOFY ACCENT STATE

HAWAII

L-O HA

FRUITY UMBRELLA COCKTAIL WONDERLAND